

Press Conference Majestic Mountain Loop Media Advisory



January 4, 2013

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Debut of Majestic Mountain Loop – “Three Parks in Three Days”

Itineraries to Visit Yosemite National Park and Sequoia and Kings Canyon National Parks Unveiled at Ceremony at the Fresno Yosemite International Airport

What:

This event marks the official debut of the Majestic Mountain Loop, a three day itinerary designed for people to explore Yosemite National Park and Sequoia and Kings Canyon National Parks. This innovative, collaborative marketing effort is being presented by Yosemite Sierra Visitors Bureau, Visalia Convention & Visitors Bureau, and Fresno Yosemite International Airport, in cooperation with the National Park Service. This marks the first time the Fresno Yosemite International Airport, regional visitor bureaus, and the National Park Service have collaborated in marketing these iconic national parks in the Sierra Nevada.

The event officially launches the Majestic Mountain Loop and will include the unveiling of a display case, which highlights the project. The concept of the Majestic Mountain Loop is to promote the proximity of Sequoia and Kings Canyon National Parks and Yosemite National Park and to highlight the assets of each park by offering pre-crafted itineraries that show travelers how to experience all three parks in three days. It also advises visitors that the Fresno Yosemite International Airport serves as a gateway airport for exploring the iconic national parks in the region.

When & Where:

Tuesday, January 08, 2013, 10:00 a.m.;
Main Terminal at the Fresno Yosemite International Airport.

Who:

- Representatives from Yosemite Sierra Visitors Bureau
- Representatives from Visalia Convention & Visitors Bureau
- Representatives from Fresno Yosemite International Airport
- Dana Dierkes, Public Affairs Specialist, Sequoia & Kings Canyon National Parks
- Donna Sisson, Public Involvement and Outreach Specialist, Yosemite National Park

Photo Ops:

- Unveiling of the official Majestic Mountain Loop Display Case
- The replica of the Giant Sequoia Forest at the Fresno Yosemite International Airport
- Individual interviews with representatives of the above mentioned agencies

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